



COUNTY OF SAN DIEGO
Great Government Through the General Management System – Quality, Timeliness, Value
DEPARTMENT OF HUMAN RESOURCES

CLASS SPECIFICATION

CLASSIFIED

COMMUNITY HEALTH PROMOTION SPECIALIST I
COMMUNITY HEALTH PROMOTION SPECIALIST II

Class No. 004821
Class No. 004822

■ CLASSIFICATION PURPOSE

To plan, design, implement and evaluate comprehensive public health education, community health education and health promotion programs; and to perform related work as required.

■ DISTINGUISHING CHARACTERISTICS

Community Health Promotion Specialists prepare comprehensive, technical education programs and materials for a wide variety of audiences on a wide variety of health topics. They are also distinguished by the need for specialized and advanced education in public health, public health education promotion and community health education. Positions in this class series are allocated to the Health and Human Services Agency (HHSA).

Community Health Promotion Specialist I:

Community Health Promotion Specialist I is the entry level class in the Community Health Promotion Specialist class series. Under direct supervision, incumbents learn to perform progressively more difficult and responsible duties in the design, planning and implementation of public health programs. A Community Health Promotion Specialist I assists higher classes and works with increasing independence on programs requiring greater sensitivity and technical knowledge.

Community Health Promotion Specialist II:

Community Health Promotion Specialist II is the journey level class in the class series. Under general supervision, incumbents independently design, implement and plan programs, and may act as project leaders for less experienced public health education staff. The Community Health Promotion Specialist II is distinguished from the next higher class, Supervising Community Health Promotion Specialist, in that the latter is a first level supervisor with responsibility for public health education programs and staff.

■ FUNCTIONS

The examples of functions listed in the class specifications are representative but not necessarily exhaustive or descriptive of any one position in the classes. Management is not precluded from assigning other related functions not listed herein if such functions are a logical assignment for the position.

The following functions apply to both classes:

Essential Functions:

1. Develops, coordinates, implements, monitors and evaluates comprehensive community public health education programs designed to meet the needs of various ethnic and cultural groups.
2. Designs, develops, implements and analyzes results of evaluation tools used to assess the community's public health education needs.
3. Identifies the need for, develops, coordinates and conducts public health in-service training for health care, social service, and community groups.
4. Confers with county and municipal officials, community leaders, supervisory personnel and HHSA management regarding public health education issues.
5. Provides technical assistance and consultation to community agencies, health care organizations, schools, industries and other community groups.
6. Develops and prepares appropriate written materials for HHSA, including reports, educational pamphlets, brochures and posters.

7. Plans, writes, coordinates and/or edits public health information materials related to assigned program areas for use by the media.
8. Provides responsive, high quality service to County employees, representatives of outside agencies and members of the public by providing accurate, complete and up-to-date information, in a courteous, efficient and timely manner.

Community Health Promotion Specialist II

Essential Functions:

All the functions listed above and:

1. Initiates, coordinates, implements and evaluates public health education projects, grants and studies.
2. Services as liaison to and coordinates activities with state and local health officials.
3. Serves on community advisory boards.
4. Provides direction to less experienced public health education and support staff on a project basis.
5. Recruits, trains and supervises field placement students and community volunteers.

■ KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

The following apply to both classes:

- Theories and principles of community health and community health promotion and education.
- Theoretical and research findings concerning the process of learning, behavior change and communication.
- Principles and theories of community change, development and organization.
- Methods of communication analysis to identify communication patterns, leadership and decision-making mechanisms in families and community groups.
- Principles of public speaking.
- Basic aspects of research methodology, including study design, statistical concepts and methods of collecting and analyzing data.
- Community and public health areas of concern, such as maternal and child health, communicable disease control and environmental health protection.
- Design and use of printed materials and audio-visual aids.
- Recent developments in community health, public health and health care.
- County customer service objectives and strategies.

Skills and Abilities to:

The following apply to both classes:

- Develop, organize, coordinate, direct and evaluate comprehensive community health promotion and education programs.
- Develop a wide range of educational materials, including pamphlets, flyers, posters, news releases and audio-visual materials.
- Communicate effectively, both orally and in writing.
- Provide community health promotion consultation to key community leaders, administrators, health and social service professionals, schools, industries, hospitals, and other community groups.
- Motivate communities and groups towards positive health change.
- Identify and obtain support of community leaders for public health programs.
- Establish effective working relationships with management, employees, employee representatives and the public representing diverse cultures and backgrounds.
- Treat County employees, representatives of outside agencies and members of the public with courtesy and respect.
- Exercise appropriate judgment in answering questions and releasing information; analyze and project consequences of decisions and/or recommendations.

Community Health Promotion Specialist II (in addition to the above):

- Design evaluation studies and analyze results.
- Provide recommendations for the development of overall community health promotion and education goals and objectives, and provide ongoing evaluation of these goals and objectives.
- Develop grant proposals, board letters, and other official documents.
- Initiate and maintain relationships with appropriate state and local groups.

- Orient, train, and direct the project work of less experienced community health promotion and education staff, field placement students and community volunteers.

■ EDUCATION/EXPERIENCE

Education, training, and/or experience that demonstrate possession of the knowledge, skills and abilities listed above. Examples of qualifying education/experience are: a master's degree in public health with a specialization in public health education, community health education or health promotion from a program accredited by the Council on Education for Public Health (California Code, of Regulations Title 17, Section 1303), AND:

Community Health Promotion Specialist I:

No experience required.

Community Health Promotion Specialist II:

1. One (1) year of experience as a Community Health Promotion Specialist I in the County of San Diego; OR,
2. One (1) year of full-time (post-graduate) experience in public health education, community health education or health promotion preferably in a local public health department. Experience must have been equivalent to a Community Health Promotion Specialist I in the service of the County of San Diego.

■ ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the classifications. Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the essential functions of a job, on a case-by-case basis.

Continuous upward and downward flexion of the neck. Frequent: sitting, repetitive use of hands to operate computers, printers and copiers. Occasional: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, simple grasping, reaching above and below shoulder level, and lifting and transporting up to 50 lbs. (i.e., audio-visual equipment, educational pamphlets, flyers and various materials).

■ SPECIAL NOTES, LICENSES, OR REQUIREMENTS

Special Notes

Proficiency in Spanish language and grammar is highly desirable.
Some positions in this class will be hired for the county's "No Smoking" campaign.

License

A valid California class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for field travel. Employees in this class may be required to use their own vehicle.

Certification/Registration

A Certified Health Education Specialist (CHES) certificate is highly desirable at the time of appointment.

Working Conditions

Office environment; exposure to computer screens.

Background Investigation

Must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates will be subject to a background investigation.

Probationary Period

Incumbents appointed to permanent positions in these classes shall serve a probationary period of twelve (12) months (Civil Service Rule 4.2.5).

New: January 3, 1997
Revised: October 21, 1999
Reviewed: Spring 2003,
Revised: June 7, 2004

Community Health Promotion Specialist I (Class No. 004821)
Community Health Promotion Specialist II (Class No. 004822)

Union Code: PR
Union Code: PR

Variable Entry: Y
Variable Entry: Y